# JOB DESCRIPTION

**JOB TITLE:** Director of Policy and Communications

**STATUS:** Full Time

**HOURS:** 9.00am – 5.30pm (JDRF operates a flexible working hours policy)

**SALARY:** £65,000-£75,000

**HOLIDAY:** 25 days plus statutory holidays

**LOCATION:** Based in Angel, London, EC1V

**REPORTS TO:** Chief Executive

**DIRECT REPORTS:** Head of Marketing, Head of External Affairs

**KEY INTERNAL RELATIONSHIPS:** Chief Executive, Senior Leadership Team, JDRF Board of Directors, communications and research staff at JDRFI in the US and other JDRF international affiliates

**KEY EXTERNAL RELATIONSHIPS:** Children and adults with type 1, and their families; national media, Diabetes UK, Input, NHS England, Department of Health, Department Business, Energy, Innovation and Skills, Key MPs and ministers

JDRF is the type 1 diabetes charity, improving lives until we find the cure. We fund research to cure, treat and prevent type 1 diabetes. We also provide information for children and adults living with the condition at all stages, from diagnosis and beyond. We give a voice to people with type 1 diabetes and campaign for increased focus on, and funding for, research to find the cure.

**DEPARTMENT**

May 2018
The Policy and Communications Department is responsible for influencing the external environment in order to position JDRF as the leader and authority on type 1 diabetes, by raising the profile of type 1 diabetes with people with type 1 diabetes and their families, key decision makers and other audiences in order to achieve lasting change for those affected by type 1 diabetes.

PURPOSE OF THE ROLE

- ensure the delivery of JDRF’s policy and communication plans, including marketing, digital marketing, policy and public affairs, media relations, social media and internal communications to support JDRF’s mission and fundraising related activities.
- support and enhance JDRF’s mission and fundraising activities through management of brand, external messaging and positioning in a highly competitive environment.
- take responsibility for developing and sustaining a culture of achievement and accountability and to manage performance within the communications team.

KEY RESPONSIBILITIES

1. Lead the long-term communications strategy and support teams to produce annual operational plans that enable JDRF to achieve its mission and vision for people with type 1 diabetes.
2. Lead the team to develop a strategy for increasing the profile of type 1 diabetes with key decision makers, resulting in increased focus on, and funding for, type 1 diabetes research.
3. Support the delivery of a patient access strategy for increasing access to diabetes technologies and treatments, with a focus on JDRF funded developments led by the Director of Research Partnerships.
4. Manage the communications team including marketing, media relations and public affairs to support ambitious fundraising targets and ensure close communication and cooperation with the fundraising team.
5. Develop and maintain influence through high level relationships across government departments, healthcare and research policy bodies and other diabetes organisations.
6. Represent JDRF in senior level policy forums, with corporate partners and with diabetes special interest groups.
7. Take the lead in managing the brand and communicating JDRF’s mission and vision internally and externally.
8. Ensure JDRF has a long term information provision strategy, supported by effective planning, that delivers high quality and targeted information for children and adults with type 1 diabetes at all stages of living with the condition.

9. Represent JDRF with external organisations, seeking to bring JDRF’s message and influence to bear in a way that has clear outcomes for people with type 1 diabetes. Proactively seek external meetings and carry out speaking engagements where necessary to maximise JDRF’s external influence.

10. Ensure that JDRF has up to date and robust policy positions on issues of relevance, particularly when concerned with type 1 diabetes research, and ensure the production of high quality briefings and other written materials.

11. Facilitate direct advocacy by people with type 1 diabetes, including children with type 1 diabetes to position JDRF as the voice of type 1 diabetes.

12. Manage your teams to provide communications support, advice and guidance to other departments, regional staff and JDRF volunteer groups.

13. Set, monitor and review performance against clear KPIs and report outputs and outcomes to the senior leadership team at quarterly meetings.

14. Develop and oversee detailed expenditure budget for the policy and communications team.

15. Oversee relationships with external agencies, ensuring that they are delivering maximum benefit for JDRF.

16. Write, update and ensure adherence to JDRF policies, brand and communications guidelines.

17. Develop and manage the policy and communications team including staff recruitment, management, development, training, monthly team meetings and annual appraisals.

18. Perform such other tasks and responsibilities as may be required from time to time, including deputising for the Chief Executive where appropriate.
## PERSON SPECIFICATION

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<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
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| **Experience:** | Senior experience in one or more of public relations, public affairs, external communications, or similar relevant communications disciplines.  
Experience of setting and managing budgets.  
Experience of building and managing networks of contacts with other organisations.  
Proven ability to judge which communications tactics should be used when. | Experience in all communications areas including publications production, web site management, media relations, and event management.  
Understanding of relevant health research issues.  
Experience of working in a communications role in both the voluntary and commercial sectors.  
Understanding of UK media and government and parliamentary structure and modes of operation.  
Experience of developing long-term strategies to drive organisational profile against clear goals. |
| **Skills:** | Ability to produce strategic advice and recommendations based on insight and experience and then translate this into detailed operational plans.  
Proven ability to gather intelligence and build and nurture influential relationships.  
Ability to summarise and communicate complex information in written form to a range of target audiences at a level appropriate for external publication.  
Excellence in verbal communication, presentation and persuasion.  
Ability to manage individuals within a team, ensuring effective day-to-day working within the context of a strategy, setting shared priorities, maintaining a sense of shared knowledge. | Knowledge of the charity, scientific and commercial sectors.  
Science information writing skills  
Ability to work independently under own initiative and as part of a team. |
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<th>Purpose, meeting deadlines, delivering internally and evaluating progress. Ability to set, monitor and achieve department budgets. Working knowledge of MS Office.</th>
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<td>Personality: Ability to commit to JDRF's goals. Commitment to working towards agreed priorities. Experience of participating in a senior management team and an understanding of how to contribute to teamwork and manage cross-organisational working relationships. Ability to work within budget constraints. Outgoing, confident, friendly and professional. Goal orientated with strong negotiation skills.</td>
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<td>Education: Relevant qualification in marketing or science communication</td>
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<td>Other: Willingness to work outside office hours Knowledge of type 1 diabetes, diabetes research and knowledge of JDRF</td>
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**EQUAL OPPORTUNITIES**

JDRF is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

JDRF is a registered charity No. 295716 (England and Wales) and SC040123 (Scotland) Raising funds for research to find a cure for type 1 diabetes. [www.jdrf.org.uk](http://www.jdrf.org.uk)